

Rep Order#	Ver#	Status	New	Traffic Order#	Printed:	08/10/2012 2:15 PM	1 of 6
6840627	1	New					

Last Received: 08/10/2012 11:21 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () RNC IE
Product R.N.C. IE
Estimate# 2994
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm () PHILADELPHIA
& PLACEMENT, 815 SLATER LANE Sales Office ()
ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Agency C/P1/P2/E 20/446/2994 Salesperson Phone# 215-567-6005
Flight Dates 08/11/2012 - 08/17/2012 Salesperson FAX# 215-567-5938
Hiatus Weeks

--- CONTRACT COMMENT ---

CLIENT: REPUBLICAN NATIONAL COMMITTEE SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$45,350
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	7A-9A	TODAY SHW	:30	\$1,800.00	08/16-08/16	1	1	1	\$1,800.00	
Rating: 5.3												
	2	M	430A-5A	WAVY NEWS-430A	:30	\$200.00	08/13-08/13	1	1	1	\$200.00	
Rating: 1.5												
	3	TU	430A-5A	WAVY NEWS-430A	:30	\$200.00	08/14-08/14	1	1	1	\$200.00	
Rating: 1.5												
	4	W	430A-5A	WAVY NEWS-430A	:30	\$200.00	08/15-08/15	1	1	1	\$200.00	
Rating: 1.5												
	5	TH	430A-5A	WAVY NEWS-430A	:30	\$200.00	08/16-08/16	1	1	1	\$200.00	
Rating: 1.5												
	6	F	430A-5A	WAVY NEWS-430A	:30	\$200.00	08/17-08/17	1	1	1	\$200.00	
Rating: 1.5												
	7	SA	6A-7A	WAVY NWS SAT6A	:30	\$400.00	08/11-08/11	2	1	2	\$800.00	
Rating: 3.8												
	8	SU	6A-7A	WAVY NWS SUN6A	:30	\$400.00	08/12-08/12	1	1	1	\$400.00	
Rating: 3.3												

Rep Order#	6840627	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

3 of 6

Printed: 08/10/2012 2:15 PM
Last Received: 08/10/2012 11:21 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY

Buyer Tracev Robinson

Flight Dates 08/11/2012 - 08/17/2012

Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	20	TU	4P-5P	ANDERSON	:30	\$400.00	08/14-08/14	1	1	1	\$400.00	
Rating: 1.8												

21	W	4P-5P	ANDERSON	:30	\$400.00	08/15-08/15	1	1	1	\$400.00
Rating: 1.8										

22	TH	4P-5P	ANDERSON	:30	\$400.00	08/16-08/16	1	1	1	\$400.00
Rating: 1.8										

23	F	4P-5P	ANDERSON	:30	\$400.00	08/17-08/17	1	1	1	\$400.00
Rating: 1.8										

24	M	6P-630P	WAVY NEWS10-6	:30	\$1,800.00	08/13-08/13	1	1	\$1,800.00
----	---	---------	---------------	-----	------------	-------------	---	---	------------

Rating: 5.9

25	TU	6P-630P	WAVY NEWS10-6	:30	\$1,800.00	08/14-08/14	1	1	\$1,800.00
Rating: 5.9									

26	W	6P-630P	WAVY NEWS10-6	:30	\$1,800.00	08/15-08/15	1	1	\$1,800.00
----	---	---------	---------------	-----	------------	-------------	---	---	------------

Rating: 5.9

27	TH	6P-630P	WAVY NEWS10-6	:30	\$1,800.00	08/16-08/16	1	1	\$1,800.00
----	----	---------	---------------	-----	------------	-------------	---	---	------------

Rating: 5.9

28	F	6P-630P	WAVY NEWS10-6	:30	\$1,800.00	08/17-08/17	1	1	\$1,800.00
Rating: 5.9									

29	SA	6P-630P	WAVY NW10 SAT	:30	\$500.00	08/11-08/11	1	1	\$500.00
----	----	---------	---------------	-----	----------	-------------	---	---	----------

Rating: 3.7

30	SU	6P-7P	WAVY NW10	SUN1	:30	\$500.00	08/12-08/12	1	1	1	\$500.00
----	----	-------	-----------	------	-----	----------	-------------	---	---	---	----------

Rating: 3.8

Rep Order#	6840627	Ver#	1	Status	New	Traffic Order#	08/10/2012 2:15 PM	Printed:	08/10/2012 2:15 PM	4 of 6
------------	---------	------	---	--------	-----	----------------	--------------------	----------	--------------------	--------

Last Received: 08/10/2012 11:21 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser ().RNC IE

Product R.N.C. IE

Estimate# 2994

Buyer Tracey Robinson

Phone**Fax#**

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 20/446/2994

Flight Dates 08/11/2012 - 08/17/2012

Hiatus Weeks

) PHILADELPHIA

) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	-----	-----	-----	-----
	31	TU	7P-730P	ENT TONIGHT 30	:30	\$1,200.00	08/14-08/14	1	1	1	\$1,200.00	
Rating: 4.2												
	32	TH	7P-730P	ENT TONIGHT 30	:30	\$1,200.00	08/16-08/16	1	1	1	\$1,200.00	
Rating: 4.2												
	33	M	8P-10P	STARS EARN STRIPES	:30	\$1,400.00	08/13-08/13	3	1	3	\$4,200.00	
Rating: 6.5												
	34	SA	10A-6P	2012 SUMMER OLYMPICS	:30	\$1,600.00	08/11-08/11	2	1	2	\$3,200.00	
Rating: 5.8												
	35	SU	6A-6P	2012 SUMMER OLYMPICS	:30	\$1,600.00	08/12-08/12	3	1	3	\$4,800.00	
Rating: 5.5												
	36	SU	7P-11P	2012 OLYMPICS CLOSING CEREMONIES	:30	\$5,000.00	08/12-08/12	1	1	1	\$5,000.00	
Rating: 14.0												
	37	TU	11P-1135P	WAVY NEWS10-11	:30	\$1,800.00	08/14-08/14	1	1	1	\$1,800.00	
Rating: 5.1												
	38	F	11P-1135P	WAVY NEWS10-11	:30	\$1,800.00	08/17-08/17	1	1	1	\$1,800.00	
Rating: 5.1												
	39	M	1135P-1235A	TONITE SHW	:30	\$400.00	08/13-08/13	1	1	1	\$400.00	
Rating: 2.8												
	40	TU	1135P-1235A	TONITE SHW	:30	\$400.00	08/14-08/14	1	1	1	\$400.00	
Rating: 2.8												
	41	W	1135P-1235A	TONITE SHW	:30	\$400.00	08/15-08/15	1	1	1	\$400.00	
Rating: 2.8												

Rep Order# 6840627 Ver# 1 Status New Traffic Order# Printed: 08/10/2012 2:15 PM 5 of 6

EC'd Yes Last Received: 08/10/2012 11:21 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () RNC IE
Product R.N.C. IE
Estimate# 2994
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Agency C/P1/P2/E 20/446/2994
Flight Dates 08/11/2012 - 08/17/2012 Salesperson Phone# 215-567-6005
Hiatus Weeks Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	TH	1135P-1235A	TONITE SHW	:30	\$400.00	08/16-08/16	2	1	2	\$800.00	
Rating: 2.8												
	43	F	1135P-1235A	TONITE SHW	:30	\$400.00	08/17-08/17	2	1	2	\$800.00	
Rating: 2.8												
	44	M	1235A-135A	J FALLON	:30	\$150.00	08/13-08/13	1	1	1	\$150.00	
Rating: 1.3												
	45	TU	1235A-135A	J FALLON	:30	\$150.00	08/14-08/14	1	1	1	\$150.00	
Rating: 1.3												
	46	W	1235A-135A	J FALLON	:30	\$150.00	08/15-08/15	1	1	1	\$150.00	
Rating: 1.3												
	47	TH	1235A-135A	J FALLON	:30	\$150.00	08/16-08/16	1	1	1	\$150.00	
Rating: 1.3												
	48	F	1235A-135A	J FALLON	:30	\$150.00	08/17-08/17	1	1	1	\$150.00	
Rating: 1.3												

---REPORT TOTALS---

Report Totals: 56 / \$45,350.00

---SALES MONTHLY TOTALS---

Station WAVY-TV NORFOLK, VA.
Advertiser () RNC IE
Product R.N.C. IE
Estimate# 2994
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2994
Flight Dates 08/11/2012 - 08/17/2012
Hiatus Weeks

Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Aug 12: 56 / \$45,350.00
Sales Totals: 56 / \$45,350.00
Station Totals: 56 / \$45,350.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$87,212	CATV 0%	WAVY 52%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 3%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE